

2006 CONTEST for STUDENTS

Saving Makes Cents

A PROJECT OF STATE TREASURER TIMOTHY P. CAHILL

2006 CONTEST for TEACHERS

Students

- LOGO
- SLOGAN
- INSPIRATION

- Design a new logo
- Create a catchy slogan
- What is the reason behind your logo design and/or slogan idea?
25 words or less

9 Chances to win a Savings Bond!

- 1st Prize - \$500 Saving Bond
- 2nd Prize - \$200 Savings Bond
- 3rd Prize - \$ 100 Savings Bond



Logo prizes provided by :

Slogan Prizes provided by:

Inspiration Prizes provided by:



Due Date : February 20, 2006

Eligible Participants: All **SMC** Students (Grades K-7th)

Teachers

• School Supply Contest

- Simply facilitate the Pre & Post Test
- Distribute the Pre-Test in January
- Distribute it a second time in June as a Post-Test
- Return the results to the address provided below
- Call Leanne 617-367-6900 for more details

- Get the Pre & Post Test @

<http://www.mass.gov/treasury/SMCForm2.htm>

School Supplies provided by :

Due Date : June 20, 2006



Eligible Participants: All **SMC** Teachers (Grades K-7th)

Submit all Entries to :

The Office of Treasurer Timothy P. Cahill—State House Room 227— Boston, MA 02133

Fax: 617-248-0372 or Email: lmartin@tre.state.ma.us

Go to: www.mass.gov/treasury/smc.htm or call 617-367-6900 if you have any questions.

Student Contest

RULES

1. There are 3 Contest Categories : a) Logo b) Slogan c) Inspiration entry
2. There are 3 Prizes per Category : \$500—\$200—\$100 U.S. Savings Bonds
3. Every student **can** submit one Logo, one Slogan, and one Inspiration entry.
4. Every student is eligible to win 1st, 2nd, or 3rd place in 3 different ways.

For Example :

Johnny and Jane Smith each submit his/her own logo, slogan, and an written inspiration, in 25 words or less, about why he/she came up with these ideas.

Johnny Smith's logo won first place at their school, and his logo is now in competition for **1 state-wide logo prize**. Neither Johnny's slogan nor his inspiration won first place at his school, and therefore he will not be in contention for the best slogan or inspiration state-wide.

Jane's slogan and her inspiration both came in first place at their school. Therefore, Jane is in contention to win **2** statewide prizes, **1 state-wide slogan prize & 1 state-wide inspiration prize**.

5. There are 9 potential prizes, but students can simply choose to enter only one or two categories. For example : a **Logo** will be accepted without an Inspiration

Logo

- 1st Prize - \$500 Saving Bond
- 2nd Prize - \$200 Savings Bond
- 3rd Prize - \$ 100 Savings Bond

Slogan

- 1st Prize - \$500 Saving Bond
- 2nd Prize - \$200 Savings Bond
- 3rd Prize - \$ 100 Savings Bond

Inspiration

- 1st Prize - \$500 Saving Bond
- 2nd Prize - \$200 Savings Bond
- 3rd Prize - \$ 100 Savings Bond

6. **Logos** and **Slogans** should be sent on 8.5 x 11 inch paper
7. **Inspirations** should answer the question :
What is your reason behind your logo design and/or slogan idea?
8. In addition to the prizes, the winning **Logo** and **Slogan** will be featured in all future SMC Newsletter, the official SMC website, and promotional materials for the SMC program.

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~ WHAT MAKES A WINNING. . . .

LOGO, SLOGAN, & INSPIRATION ?

- Each participating school will have one 1st place winner and he/she will receive an Official Citation from the State Treasurer Timothy P. Cahill

WHAT IS A LOGO?

A name, symbol, or graphic
designed or recognition of
an organization or company

WHAT IS A SLOGAN?

A phrase expressing
the aims or nature
of an organization
or company

Teachers or Bank Representatives can clarify these concepts with other examples of logos & slogans

- Does your bank have a logo?
- Does your bank have a slogan?
- What are some logos and slogans that you see everyday?
- Be creative & original—Make your ideas **STAND—OUT!**
- Promote serious discussion among participants & teachers about what it means to save money
- Challenge participants to identify what image Saving Makes “Cents” brings to mind
- Complement existing curriculum and particularly creative activities

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WHAT MAKES A WINNING. . . .

LOGO, SLOGAN, & INSPIRATION ?

- **The winning Logo will be an image or design that can:**

- represent the statewide school banking program Saving Make "Cents"
- become easily recognizable
- be considered unique - not an image that could be confused with other logos or mascots

i.e. An image of a dog named Buck would not win, for it already represents "Country Bank"
Also, an image of a piggy bank has been used as a SMC logo, in the past, so we want to see something new.

- **The winning Slogan will be a phrase that can:**

- remind students/teachers the importance of the following values
- a) saving money

b) setting goals or

c) planning for the future

- remind people that these values can be fun and bring happiness
- become easily recognizable
- appeal to students
- be considered unique i.e. It should not sound like
"Serving Your Community " or "Not your Typical Banking"
where Country Bank is " Serving the Community Since 1850 "
& Citizens Bank " Not Your Typical Bank "

**Entered logos and the slogan will most likely
be related & it will be taken into consideration.**

- **The winning Inspiration may be prize opportunity for a student that :**

- excels in writing
- grasps the concept of saving money, setting goals,
& why its good to plan for the future
- would like to explain the motivation behind his/her design
for logo or choice of slogan

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Logo/Slogan Contest on Financial Literacy

Saving Makes “Cents”
State Treasurer Timothy P. Cahill

Entry Form

*Please fill out a separate form for each student or teacher entry & staple the form to the front of the entry.

Entrant's Name _____ Entrant's Email Address _____
(optional)

Entrant's Grade Level _____

Please Check-Off

Contest Category (ies) Submitted :

LOGO

SLOGAN

INSPIRATION

Teacher's Name _____

Teacher's Email Address _____

School Name _____

School's Address _____

City _____ Zip Code _____

School's Phone Number (_____) _____

If you participate, how long have you participated in the Saving Makes “Cents” financial literacy program?

How did you hear about the Saving Makes “Cents” Slogan/Logo Contest?

Please return all entries with completed submission forms by February 20, 2006 to:

Saving Makes “Cents”

Attn: Leanne Martin

Massachusetts Dept. of State Treasurer

State House ~ Room 227

Boston, MA 02133

If you have questions, please call 617-367-6900 x613